



Department of the Navy (DON)

Ordering Guide

for

VMware II

Enterprise Software Licensing (ESL)
Agreement

Contract #N66001-19-A-0055

with

Dell Marketing LP

17 November 2020

| Revision # & Date | Changes |
|--------------------------|---|
| Rev #1, 9 April 2019 | Updated Section 4.6, Marine Corps Ordering Guidance |
| Rev #2, 11 April 2019 | Updated URL links to reflect the links on the new DON ESL SharePoint portal |
| Rev #3, 7 May 2019 | Updated information about License Value Allocation earned via ELA Bundle SKU purchases |
| Rev #4, 17 May 2019 | Removed references to CLINs and updated verbiage for accuracy |
| Rev #5, 26 August 2019 | Updated POCs and added credit card ordering guidance. |
| Rev #6, 20 March 2020 | Updated processes to incorporate new online Dell VMware customer portal, and updated links. |
| Rev #7, 17 November 2020 | Updated PEO EIS Logo Updated Table 1 POC Updated guidance to 1 September and 1 March On-cycle Section 2.1 and Table 3. Updated Section 4.2.1 Block 3. Corrected Section 4.8 SnS Renewals 2 years (24 months) Added NLV process Updated Acronyms |

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1.0 Purpose

This document serves as the Ordering Guide for the Department of the Navy (DON) Enterprise Software Licensing (ESL) Agreement for VMware II. The DON ESL Agreement for VMware II refers to Contract No. N66001-19-A-0055 between the DON and Dell Marketing LP (hereafter referred to as Dell). The purpose of this Ordering Guide is to assist DON customers and contracting officials with the ordering of VMware software licenses, maintenance (known as Subscription and Support [SnS]), training, services, and Cloud products (hereafter collectively referenced as VMware products). This Ordering Guide contains essential information regarding the DON ESL Agreement for VMware II, including authorized users, products available for purchase, ordering instructions and processes, and Point of Contact (POC) information.

This ESL Agreement is a mandatory source of supply for VMware products. Information pertaining to the contract for VMware II (e.g., Terms and Conditions, Products and Price List, trainings, and referenced appendices herein) is located in the DON ESL SharePoint Portal at this link https://navy.deps.mil/sites/PMM172/_layouts/15/start.aspx#/SitePages/VMware.aspx. A Common Access Card (CAC) is required for access; use your email or ID certificate when prompted.

Table 1 provides a list of the POCs for the DON ESL Agreement for VMware II.

Table 1. POCs for the DON ESL Agreement for VMware II

| Name | Title | Email | Telephone |
|--|--------------------------------------|--|------------------------------|
| DON ESL Team | | | |
| Wilma Marquez | Project Officer | wilma.marquez@navy.mil | 619-553-0793 |
| Dennis Fellin | Contracting Officer (KO) | dennis.fellin@navy.mil | 717-329-6588 |
| Veronica Beck | Contract Specialist | veronica.beck@navy.mil | 619-553-4490 |
| USMC | | | |
| Terry Wienhold | USMC Project Officer | terry.wienhold@usmc.mil | 813-961-6258 |
| Dell Marketing LP | | | |
| Steve Wallbrown | Program Manager VMware Navy BPA | steve_wallbrown@dell.com | 512-721-1275 |
| Gino Troy | Account Executive VMware | Gino.troy.iii@dell.com | 512-89-0127 |
| Tara Lewis | Inside Sales Specialist VMware | tara_lewis@dell.com | 512-721-1287 |
| Beth Ferry | Senior Advisor for GSA Contracts | beth_ferry@dell.com | 512-582-5360 |
| Operations Support | | vmware_navy_bpa@federal.dell.com | 866-628-9352 |
| VMware | | | |
| Mario Diaz | Sales Director | mariod@vmware.com | 619-823-4454 |
| Colleen Shea | Program Manager | sheac@vmware.com | 571-216-9705 |
| Scott Schroeder | Account Executive, Navy | sschroeder@vmware.com | 760-613-5254 |
| Raj Guendoo | Technical Account Manager | rguendoo@vmware.com | 757-651-3969 |
| Shawne Samuelson | Technical Account Manager | ssamuelson@vmware.com | 619-381-1735 |
| Technical Support | Technical Support Federal Government | vmwarenavytams@alias.com | 877-869-2730 650-846-2060 |
| Quote Request | | | |
| Obtain a quote from Dell through the VMware Dell Customer Portal www.dell.com/DON_VMware_GSA_BPA | | | |

2.0 Overview

The DON ESL Team (PMW 290) has established a 5-year, single award Blanket Purchase Agreement (BPA) with Dell on behalf of the DON. Dell is an authorized VMware Reseller holding a General Services Administration (GSA) Federal Supply Schedule (FSS) contract. Contract information is shown in Table 2 below.

Table 2. VMware II Contract Information

| | |
|------------------------|-------------------|
| BPA # | N66001-19-A-0055 |
| GSA # | GS-35F-059DA |
| VMware Reseller | Dell Marketing LP |
| Effective Date | 18 March 2019 |
| Expiration Date | 17 March 2024 |
| CAGE Code | 3DMD3 |

All DON organizations and program offices are mandated to use DON ESL Agreements, where they exist, in accordance with the “Mandatory Use of Department of the Navy Enterprise Licensing Agreements” Joint Memorandum from the Assistant Secretary of the Navy (Research, Development, and Acquisition) (ASN [RD&A]), Assistant Secretary of the Navy (Financial Management & Comptroller) (ASN [FM&C]), and the DON Chief Information Officer (DON CIO), dated 22 February 2012 (see: <https://www.doncio.navy.mil/ContentView.aspx?ID=3777>). The DON ESL Agreements are used to procure identified software products and related services, including those products procured by government purchase cards, unless a waiver is granted. The Deputy DON CIO-Navy (DDCIO-N) and Deputy DON CIO-Marine Corps (DDCIO-MC) are delegated authority by DON CIO to grant waivers for their respective Services, and this authority may not be re-delegated. Waivers should be submitted through the Navy Information Technology Approval System (NAV-ITAS) located at <https://navitas.navy.mil/index.aspx> or the United States Marine Corps (USMC) Information Technology Procurement Request/Review and Approval System (ITPRAS) and Remedy tool at <https://eris.mceits.usmc.mil/arsys>. A list of available agreements is located in the DON ESL SharePoint Portal at this link https://navy.deps.mil/sites/PM172/_layouts/15/start.aspx#.

The Naval Information Warfare Center Pacific (NIWC PAC) contracting office awarded BPA No. N66001-19-A-0055 to Dell on 18 March 2019; the BPA has a 5-year (60 month) ordering period that ends on 17 March 2024 if all options are exercised. The DON ESL Agreement for VMware II consists of On-Cycle Orders and Off-Cycle Orders.

Items available for procurement under this agreement are limited to the products listed on the DON VMware ESL Agreement Product and Price Lists (see BPA Attachment 2, Product and Price List) and will be updated as needed. For items not listed on the current DON VMware ESL Agreement Product and Price Lists, please contact the DON VMware Project Officer (contact information

located in Table 1) to determine if those software products can be added via modification.

Additionally, to simplify the request and approval process through the contract, Dell has created a multi-purpose VMware Customer Portal (www.dell.com/DON_VMware_GSA_BPA) to simplify many aspects of the contract, including Quote Requests, New License Value (NLV) / Professional Services Offerings (PSO) Allotment Requests, Custodian Forms, License Transfer Forms, and ECH II Approval.

A Class Limited Sources Justification (CLSJ) authorized the DON to procure the majority of VMware software and SnS without needing to justify the brand name requirements at the order level. However, individual orders for On-Cycle and Off-Cycle desktop virtualization software (e.g., the Horizon suite), Cloud services (e.g., VMC on AWS), training, and IT professional services executed against this BPA **must** be supported by a separate, locally signed Limited Sources Justification (LSJ) in accordance with Federal Acquisition Regulation (FAR) 8.405-6(b)(2)(iii). A redacted version of the CLSJ is provided as Appendix A and covers all Task Orders placed on the BPA.

A DD Form 2579, Small Business Coordination Record, has been completed and approved; see Appendix B. The DD Form 2579 covers all Task Orders placed on the BPA.

2.1 On-Cycle Orders

The BPA allows for On-Cycle ordering on three (3) specific days each year throughout the 5-year agreement (i.e., dates on which the orders must be effective). These orders may include all VMware products. Both the funding and ordering of these requirements is the responsibility of the individual Command/Program. The initial Period of Performance, PoP, of SnS for new licenses will vary based on the On-cycle period. SnS will be for a full year if purchased during the 1 June On-Cycle date, a full nine months if purchased during the 1 September On-Cycle date and a full three months if purchased during the 1 March On-Cycle date. When the ensuing support renewal is purchased during the following June, On-cycle Renewal date, the PoP start date shall correspond to the start date from when the license is booked with the PoP expiration date of the renewal co-termining to expire on the following 31 May. Table 3 provides the deadline dates associated with On-Cycle ordering.

The DON shall receive On-Cycle pricing when placing orders effective 1 June, 1 September, and 1 March of each year. The initial Period of Performance, PoP, of SnS for new licenses will be as indicated in table 3 below and run for the entire time period indicated in the middle column of the table. When the ensuing support renewal is purchased during the next June On-Cycle date, the SnS PoP start date shall correspond to the start date from when the license is booked with the PoP expiration date of the renewal co-termining to expire on the following 31 May. The DON shall receive Off-Cycle pricing when placing orders outside of these dates. **All On-Cycle orders must be executed with the correct effective date (depicted in Table 3).**

Table 3. On-Cycle Ordering Days

| Order Effective Date | Period of Performance (PoP) | Date Delivery Order has to be to Dell |
|----------------------|------------------------------------|---------------------------------------|
| 1 March | 1 March – 31 May (3 months SnS) | 14 February |

| | | |
|-------------|--|-----------|
| 1 June | 1 June – 31 May (1-year SnS) | 10 May |
| 1 September | 1 September – 31 May (9 months SnS) | 17 August |

NOTE: If you procure new licenses via the September or March buy, your annual SnS renewal will be due the following 1 June with **no exceptions**. If you miss the 1 June co-termination, you will be subject to Off-Cycle pricing, and possible reinstatement fees and the late co-termination penalty.

2.1.1 Enterprise License Agreement (ELA) Bundle Stock Keeping Unit (SKU)¹

On-Cycle Ordering will include an ELA Bundle SKU component. All DON customers are required to purchase their SnS renewals via the ELA Bundle SKU, as this provides the best value to the DON. Section 4.7.1.1 of this Ordering Guide provides additional detailed information about the ELA Bundle SKU.

All ELA Bundle SKU purchases will earn NLV and PSO Credit Allotment; the NLV comes with associated new SnS. Section 4.7.1.1 of this Ordering Guide provides additional information about these offerings.

2.2 Off-Cycle Orders

The BPA allows for decentralized ordering of all VMware products on an as-needed basis. Both the funding and ordering of these requirements is the responsibility of the individual Command/Program. The Off-Cycle ordering period is valid anytime during the 5-year BPA (see Table 2). New licenses procured via the BPA require the purchase of 12-months of software SnS. Subsequent renewals of this SnS will be aggregated with On-Cycle orders via the ELA Bundle SKU.

¹ **NOTE:** The DON reserves the right to not execute the ELA Bundle SKU in one or more of the options years. Additional details will be added to this Ordering Guide if the ELA Bundle SKU is not executed.

3.0 Authorized Users

Authorized users include, but not limited to, DON government employees (military, civilian, reserves), contractors, and non-human devices or partial devices operated by Authorized Users. The BPA is available to support the DON's mission on a world-wide basis. The DON, as stated in Title 32 of the Code of Federal Regulations (CFR) 700.203(b), "is composed of the following: (1) The Office of the Secretary of the Navy; (2) The Office of the Chief of Naval Operations; (3) The Headquarters, Marine Corps; (4) The entire operating forces, including naval aviation, of the Navy and of the Marine Corps, and the reserve components of those operating forces; (5) All field activities, headquarters, forces, bases, installations, activities and functions under the control or supervision of the Secretary of the Navy; and (6) The Coast Guard when the Coast Guard is operating as a service in the Navy." 32 CFR 700.204 states that the Principal Elements of the DON (PEDs) are: "(a) The Department of the Navy consists of three elements [:] the Navy Department, the Operating Forces of the Navy and the Marine Corps, and the Shore Establishment [:] (b) The Navy Department refers to the central executive offices of the Department of the Navy located at the seat of Government. The Navy Department is organizationally comprised of the Office of the Secretary of the Navy, the Office of the Chief of Naval Operations, and the Headquarters, Marine Corps. In addition, the Headquarters, Coast Guard, is included when the Coast Guard is operating as a service in the Navy [:] (c) The operating forces of the Navy and the Marine Corps comprise the several fleets, seagoing forces, Fleet Marine Forces, other assigned Marine Corps Forces, the Military Sealift Command and other forces and activities that may be assigned thereto by the President or the Secretary of the Navy[: and] (d) The shore establishment is comprised of shore activities with defined missions approved for establishment by the Secretary of the Navy."

Executive Agency responsibility as defined by Department of Defense (DoD) Directive (DoDD) 5100.03. Usage by the Executive Agent is limited to the responsibility outlined in DoDD 5100.03 to "provide or arrange for the administrative and logistical support of the Headquarters of the Combatant Commands and the subordinate unified commands." Included in these categories are military, civilian, and contractor personnel purchasing on behalf of the above organizations. The coverage of this agreement applies to all Continental United States (CONUS) and Outside the Continental United States (OCONUS) sites.

GSA, Other Ordering Organizations, and Organizations. GSA or other applicable ordering agencies/organizations ordering on behalf of the DON are authorized to place Orders under this BPA.

Contractors and Integrators. Government contractors performing work for a DON Component (as defined above) may place orders under this BPA on behalf of, and for the benefit of, the DON entity if authorized by their cognizant Contracting Officer in accordance with the requirements of FAR 51, use of government sources by contractors, and/or Defense Federal Acquisition Regulation Supplement (DFARS) 251, use of Government sources by contractors, as appropriate.

4.0 Ordering

The BPA consists of On-Cycle and Off-Cycle orders. Both On-Cycle and Off-Cycle orders are decentralized and executed at the respective local Command/Program level. Customers must use their local or assigned contracting organizations to process orders. Ordering procedures will vary per organization, please follow your local contracting office's ordering procedures. It is the responsibility of the Ordering Officer to ensure compliance with all fiscal laws prior to issuing an order under the ESL Agreement.

The DON ESL Agreement for VMware II was competitively sourced against all VMware resellers who possessed GSA schedules and agreed to the Terms and Conditions (Ts&Cs) included in the BPA. These Ts&Cs are located in the "BPA" folder within the "Contract Docs" tab of the VMware home page in the DON ESL SharePoint Portal located at

https://navy.deps.mil/sites/PMM172/_layouts/15/start.aspx#/SitePages/VMware.aspx. A single BPA was awarded to Dell Marketing LP in accordance with FAR 8.405-3(c)(1); **therefore, no further competition on individual delivery orders is required.**

4.1 Use of Government Sources by Contractors

Contractors are authorized to purchase off this BPA when permitted in writing by the Contracting Officer for that contractor's contract or solicitation. In order for a contractor to order off this BPA, the cognizant Contracting Officer is required to comply with FAR 51 and DFARS 251. A Letter of Authorization (LOA) (sample provided as Appendix C) must be completed, signed by the Contracting Officer, and provided to the contractor. The contractor will then provide this LOA to Dell as proof that authorization has been granted. Dell will then provide quotes with BPA pricing to the contractor once authorization has been confirmed.

Dell will **not** issue quotes to contractors until they receive authorization via the LOA.

The Government contract should specify licenses as Contractor Acquired Property (CAP) and provide instructions for delivery of the licenses to the Government at contract completion. The cognizant contracting officer shall designate the Command, Agency, or its Third-Party Agent to receive the CAP at contract completion for which the FAR 51 LOA was executed.

4.2 External Awards and Ordering Forms

If you are placing a call/order against this BPA in Standard Procurement System (SPS) Procurement Desktop-Defense (PD2) for the first time, have your system administrator create a BPA shell. The BPA shell should be set up as an external agreement where the BPA number (N66001-19-A-0055) must be in Block 2. Once an external agreement is loaded in the system, it can be used as a reference when creating orders. When creation of the shell is complete, simply approve the external agreement. This document type is not run through funds validation, not generated, and not released.

If you do not have an automated contract writing system, you must place the BPA number (N66001-19-A-0055) in Block 2 of the order and assign a delivery order number in Block 4 in accordance with locally assigned task/delivery order numbering procedures.

When creating the Federal Procurement Data System-Next Generation (FPDS-NG) report, ensure the Procurement Instrument Identifier (PIID) number of 1700 (DON) and the referenced BPA number (N66001-19-A-0055) are inserted in the applicable fields.

In order for Dell to accept and process orders, please include one the following:

4.2.1 Standard Form 1449

When using the Standard Form 1449, the following blocks must be completed:

- Block 2: Reference the DON ESL Agreement BPA Number – N66001-19-A-0055
- Block 3: Leave blank
- Block 4: Insert an order number in accordance with DFARS 204.7004, Supplementary PII numbers
- Block 17a: Reference “Dell Marketing LP (CAGE Code: 3DMD3)”
- Block 19: Reference the applicable manufacturer part number for the product ordered, as reflected in the product catalog
- A Custodian Form (Appendix D) may be required by your local contracting office for enclosure with the order before submittal to the vendor

4.2.2 DD 1155

When using the DD 1155, the following blocks must be completed:

- Block 1: Reference the DON ESL Agreement BPA – N66001-19-A-0055
- Block 2: Insert an order number in accordance with DFARS 204.7004, Supplementary PII numbers
- Block 9: Reference “Dell Marketing LP”, Inc. (CAGE Code: 3DMD3)”
- Section B: Reference the applicable manufacturer part number for the product ordered, as reflected in the product catalog
- Wide Area Workflow (WAWF) Information
- A Custodian Form (Appendix D) may be required by your local contracting office for enclosure with the order before submittal to the vendor

4.2.3 Credit Card Orders

When placing an order with a credit card, the DON VMware Credit Card Order form will need to be filled out and sent to VMware_Navy_BPA@federal.dell.com along with a quote, and if applicable a Custodian Form (depending on your local contracting office requirements) may be required. You do NOT have to fill in the credit card information, as Dell’s Order Processing team will contact you to finalize the order with the credit card information over the phone. The DON VMware Credit Card Order Form can be found in the DON ESL SharePoint Portal located at https://navy.deps.mil/sites/PMM172/_layouts/15/start.aspx#/SitePages/VMware.aspx.

4.3 Responsibilities

The requestor is responsible for obtaining Program or Organizational Lead approval prior to submitting an Information Technology Procurement Request (ITPR). The requester is responsible for submitting an ITPR with complete and accurate information.

The Program or Organizational Lead will validate the requirement and accept responsibility for future sustainment. The Program or Organizational Lead must be a government employee with procurement authorization.

The Software Benefits Manager (SBM) is responsible for review and approval of ordering requests to ensure accurate sustainment responsibility. The SBM is also responsible for moving license keys to appropriate sub-folders after delivery of an order. The SBM will provide appropriate access permissions and software downloads via the My VMware portal at:

<https://my.vmware.com/web/vmware/login> once the order is delivered by Dell. The My VMware portal is a web-based VMware license management portal in which customers can manage their license keys. Users who do not have a My VMware account should complete the following steps to obtain an account:

- **Step 1:** Follow the link <https://my.vmware.com/web/vmware/login> and register for an account. To register for a My VMware account, go to my.vmware.com and register with your .mil email address. A .mil email address is required to register for the portal unless an exception is granted by one of the DON ESL Team Members. Once registered, you will receive a confirmation email to finalize your account. At times, the Navy servers block this final confirmation, and if it does, please send an email to VMware_Navy_BPA@federal.dell.com stating that you have registered. Help support will finalize your account for you.
- **Step 2:** Coordinate with your BSO POC to receive access.
- **Step 3:** Login to your account.
- **Step 4:** Accept the invitation to the account within the alerts tab.

4.4 Custodian Form

A Custodian Form may be required by your procurement office. If applicable, a Custodian Form must be filled out completely, signed by your SBM, and submitted with your order. The Product Owner/BSO # in Section 2 of the Custodian Form must match the POC list. The Custodian Form is provided as Appendix D to this Ordering Guide and the POC list can be found in the “POC” folder within the “Contract Docs” tab of the VMware homepage in the DON ESL SharePoint portal located at https://navy.deps.mil/sites/PMM172/_layouts/15/start.aspx#/SitePages/VMware.aspx.

4.5 Navy Ordering Guidance

Per DON IT Procurement Request Approval Process FY18 Guidance (NAVADMIN 234/17), all Navy organizations must submit an ITPR via the Navy Information Technology Approval System (NAV-ITAS) for all software and maintenance products procured from any DON ESL agreement.

4.6 Marine Corps Ordering Guidance

The Marine Corps Systems Command (MCSC) Customer Support and Strategic Sourcing (CS3) Contracting Office and the Marine Corps Software Acquisition Team (MCSWAT) are responsible for ordering processes related to VMware ordering. Per their guidance, **all** VMware orders supporting (and funded by) Marine Corps programs, even if used at a Navy facility, must be awarded through that Marine Corps program's assigned local contracting shop.

Order Package components will differ between customers depending on local contracting office requirements; however, the requirements set for everyone within this DON Ordering Guide related to ordering cycles, contract format, etc. must be followed. Regardless of which local contracting office is used, all USMC VMware customers need to obtain a quote from Dell as the first step in their ordering process, and need to send a completed Custodian Form to their Software Benefits Manager (SBM) for signature prior to submitting that Custodian Form with their order package. The SBM for the Marine Corps is Ms. Terry Wienhold (terry.wienhold@usmc.mil).

USMC customers whose assigned local contracting office is the CS3 Contracting Office will be required to use the Remedy Service Request Management (SRM) Product Ordering module to begin the ordering process (<https://eris.mceits.usmc.mil/arsys/forms/ars>) after obtaining a quote from Dell. Once the order is approved, the requirements must be submitted into the Remedy ITPRAS within the same application. Line items from the Product Order must be imported into the ITPR. The CS3 Customer Care Team is available to assist with this process as needed. Email CS3CustomerCare@usmc.mil for more information.

USMC customers whose assigned local contracting office is **not** the CS3 Contracting Office must follow their local contracting office's ordering procedures and contact that contracting office for guidance. Customers should provide Ms. Terry Wienhold with status updates on their VMware order, and ensure she receives notification of the awarded contract and/or a copy of the contract.

4.7 Product and Price List

The BPA Attachment 2, Product and Price List contains three pricing columns. One column is for On-Cycle pricing and the other two columns are for Off-Cycle pricing (dependent on total new license purchase). Customers can access the list by clicking the "Product Catalog" folder within the "Contract Docs" tab on the VMware home page in the DON ESL SharePoint Portal located at <https://navy.deps.mil/sites/PMM172/layouts/15/start.aspx#/SitePages/VMware.aspx>. This Product and Price List includes the On-Cycle and Off-Cycle unit prices for all new licenses and respective SnS.

A description of each functional category and its respective product suites is provided in Appendix E of this Ordering Guide. Items ordered are limited to the products listed on the DON ESL Agreement for VMware Product and Price List. The Product and Price List will be updated on an as-needed basis. If you require an item that is not on the current Price List for the DON ESL Agreement for VMware II, please contact the Project Officer listed in the Table 1 to determine if those software products can be added.

Unit Prices are not subject to upward adjustment during the remaining term of this BPA.

VMware products fall within the categories provided in Appendix F of this Ordering Guide. These

categories include Special Item Numbers (SINs), North American Industry Classification System (NAICS) Codes, and Product Service Codes (PSCs).

When customers purchase new licenses during On-Cycle ordering periods, their SnS will be prorated until the next 31 May. New licenses that are purchased during the Off-Cycle will be required to purchase 1-year of associated SnS.

4.7.1 On-Cycle Orders

All new licenses and associated SnS purchased via On-Cycle orders will receive the best pricing. Purchase cards are eligible for use with On-Cycle orders. Section 2.1 provides additional information regarding ordering dates. All On-Cycle orders must have an order effective date of the appropriate ordering period (refer to Table 3). For On-Cycle ordering, customers need to complete the following steps:

- **Step 1:** Obtain a quote from Dell through the VMware Dell Customer Portal, Go to www.dell.com/DON_VMware_GSA_BPA, click on “Log in” in the upper right hand corner or the LOG IN button to the left of the screen. On the next screen, in the bottom left corner, click “Don’t have an account? Click here to register”.
- **Step 2:** Complete the New Account information as accurately as possible. This information is locked once you register and is utilized for license delivery, ECH II approval, and all aspects of requests within the VMware Dell Customer Portal. At the bottom of the form, enter your Unit Identification Code, UIC. A list of UICs, is available for download, click on List and once it downloads, click on the down arrow at the bottom left hand side of the computer screen and click on Open. The registration approval process should be completed within two business hours.
- **Step 3:** The VMware Dell Customer Portal allows you to submit requests for New PSO Entitlement, New License Value, New License/PSO Quotes and Renewal Quotes.
 - When logged into the portal at the Home Page, click on REQUESTS, a dashboard of all current requests you have submitted and their current status is displayed.
 - On the Requests page, to create a new request, click on “NEW REQUEST” button on the bottom left corner.
 - When submitting a new request, fill out the product information. To do this, Enter the name of the product (vSphere, vCenter, Horizon, etc.) into the product field and a drop down will appear where you can choose the specific product. If you know the SKU, enter this information in the part number field. If you are having trouble picking the correct products, call the Navy ELA hotline 1-866-628-9352.
 - To add additional products, click on the ADD ANOTHER PRODUCT button and enter the product information until your order is complete.

4.7.1.1 Bundle Stock Keeping Unit (SKU)

This BPA offers a licensing option which utilizes VMware’s ELA Bundle SKU (GSA-001-F) as described in Section 8.3.3 of the BPA. This SKU requires a minimum purchase quantity of 50,000. This means all annual renewal of SnS shall utilize SKU # GSA-001-F in lieu of the individual Part Numbers/SKUs to renew SnS for perpetual licenses. By using this SKU, the DON is provided with

the best value. Bundle SKU purchases provide the DON with additional “benefits” described below (including NLV with SnS and PSO Credit Allotment). As shown in Table 4, \$100 worth of renewal SnS (at MSRP value) purchased via the ELA Bundle SKU costs the DON \$74.96 per quantity one (1) and provides value in which the DON can procure new licenses, SnS for the new licenses, and Professional Services Offerings (for a total MSRP value of \$160).

Table 4. ELA Bundle SKU Components

| Install Base Renewal SnS (GSA Value) | Procured via On-Cycle Value earned from renewal SnS purchased via the ELA Bundle SKU | | | Total Value of Renewal SnS, New License, and PSO | DON ELA Price |
|--|---|--------------------------|---|---|------------------|
| | New License GSA Value | New License SnS | Professional Services Offerings (PSO) | | |
| \$100 | \$43.20 | Included (\$10 Value) | \$6.80 | \$160.00 | \$74.96 |

Additional value will be earned through the execution of each \$100 Bundle SKU purchase as depicted in Table 4 above.

Bundle SKU purchases will be made once a year on 1 June. All License Allocation Value must be identified and placed via the 1 June order. Due to this, new licenses may be swapped (for different licenses and/or between BSOs through Dell’s customer portal) as long as total cost of your requirement is less than your total License Allocation Value. Swaps may take place once per quarter within the 12-month period in which the licenses were purchased (1 June – 31 May). The swap opportunity dates are as follows:

- 1 July
- 1 September
- 1 December
- 1 March

Additional new license requirements above and beyond the NLV purchased during the 1 June order will be discounted per On-Cycle discounts; please refer to the BPA Attachment 2, Product and Price List, for specific pricing.

At the time of order, customers may identify the new licenses they would like to procure with their NLV. NLV can only be used to procure whole license quantities. Customers may not use their NLV to purchase a fractional portion of a license’s cost. Any leftover amount will follow the swap schedule denoted above and be aggregated appropriately.

If a customer does not identify the new licenses they would like to procure with their value (or does not use all of their allocated value), then the license fulfillment will be determined by the DON ESL Program Office. NLV will belong to the ordering command until 1 September. Any value that is not consumed by 1 September will roll into the respective top level BSO’s ownership. At this time BSO SBMs may distribute the value as necessary. Any unused NLV remaining on 1 March will be rolled into the Program Office’s ownership and the Program Office will distribute licenses on a first come first serve basis. Unredeemed perpetual licenses (i.e., those not used toward a license download)

will be “owned” by the DON. No SnS obligation will be created for non-downloaded licenses. Annual SnS will be the responsibility of the organization that utilizes the licenses if it is different than the organization that generated the value for it.

New SnS is included with the NLV and will follow the same swap schedule (SnS and licenses may not be separated).

4.7.2 Off-Cycle Orders

Off-Cycle orders may be placed ad-hoc on an as-needed basis. Off-Cycle new license orders must include the purchase of 1-year of SnS services. As shown in Table 5, Off-Cycle orders will be discounted by tier levels (which are dependent on GSA prices of new license totals).

Table 5. Tier Levels for Off-Cycle Orders

| Off-Cycle Orders | Tier Level | Purchase Amount | VMware Discount off GSA |
|------------------|-------------------|---------------------------------|-------------------------|
| | Renewal | | |
| | Tier 1 | Any order value \$0 - \$215,000 | 27.3% |
| | Tier 2 | Any order value \$215,001+ | 32.3% |
| | New License Order | | |
| | Tier 1 | \$0 - \$215,000 | 27.3% |
| | Tier 2 | \$215,001+ | 32.3% |

For Off-Cycle ordering, customers need to complete the following steps:

- **Step 1:** Obtain a quote from Dell through the VMware Dell Customer Portal, Go to www.dell.com/DON_VMware_GSA_BPA, click on “Log in” in the upper right hand corner or the LOG IN button to the left of the screen. On the next screen, in the bottom left corner, click “Don’t have an account? Click here to register”.
- **Step 2:** Complete the New Account information as accurately as possible. This information is locked once you register and is utilized for license delivery, ECH II approval, and all aspects of requests within the VMware Dell Customer Portal. At the bottom of the form, enter your Unit Identification Code, UIC. A list of UICs, is available for download, click on List and once it downloads, click on the down arrow at the bottom left hand side of the computer screen and click on Open. The registration approval process should be completed within two business hours.
- **Step 3:** The VMware Dell Customer Portal allows you to submit requests for New PSO Entitlement, New License Value, New License/PSO Quotes and Renewal Quotes.
 - When logged into the portal at the Home Page, click on REQUESTS, a dashboard of all current requests you have submitted and their current status is displayed.
 - On the Requests page, to create a new request, click on “NEW REQUEST” button on the bottom left corner.
 - When submitting a new request, fill out the product information. To do this, Enter

the name of the product (vSphere, vCenter, Horizon, etc.) into the product field and a drop down will appear where you can choose the specific product. If you know the SKU, enter this information in the part number field. If you are having trouble picking the correct products, call the Navy ELA hotline 1-866-628-9352.

- To add additional products, click on the ADD ANOTHER PRODUCT button and enter the product information until your order is complete.

4.8 SnS Renewals

All SnS renewals will be co-terminated on 31 May and will be executed under the Bundle SKU # GSA-001-F. Renewals will be pro-rated to align with the annual 31 May co-termination date.

- SnS can be renewed at any time via the Off-Cycle ordering process through your local contracting office. However, any renewal that misses the 1 June order deadline will fall under the Tier Level discount structure referenced above in Table 5.
- SnS renewals overdue by 2 years (24 months) (i.e., SnS reinstatement) will not be accepted. You will be required to purchase new software licenses and corresponding SnS.

4.9 Reinstatement on Lapsed SnS

If a customer had elected not to renew SnS, missed the renewal deadline, or acquired lapsed licenses from another command and later wishes to reinstate SnS, the customer must move to the current major release of the software and must pay: (i) the applicable services fees for the current services period; and (ii) the amount of SnS fees that would have been paid for the period of time that customer had lapsed in SnS. This payment will be calculated as a reinstatement fee rather than a back payment. When determining the reinstatement fee amount under (ii), the customer will use a daily proration of the SnS price up to 12 months.

4.10 Training

Customers may elect to use PSO Credit Allotment for VMware training. Additional training above and beyond the available PSO Credit Allotment may be purchased via an Off-Cycle order. Trainings are typically technical in nature and are provided for customers to understand how to better implement and leverage their use of VMware software.

4.10.1 Orders for Training and Professional Services Offerings (PSO)

Training and PSO products can be ordered at any time; either by purchase transaction or the use of PSO Credit Allotment. If using credits, credits must be available for redemption. A separate LSJ will need to accompany your purchase order. Table 6 depicts the PSO categories that will be available to order on this Agreement.

Each PSO Entitlement Request will need to be approved by the ECH II or the DON level (if there is not enough allotment at the BSO level). The Dell Portal will be used to initiate the request and once the request is initiated, it will follow the flow as detailed below in Figure 1. The signed SOW will need to be uploaded to the portal prior to final approval.

Table 6. PSO Categories & Descriptions

| Category | Description |
|-------------------------------|---|
| Strategy and Planning | Resource to develop an outcome-focused IT roadmap |
| Integration and Configuration | Technical consultants |
| Optimization and Advocacy | Real-time insights and guidance |
| Training | Training and certification programs |

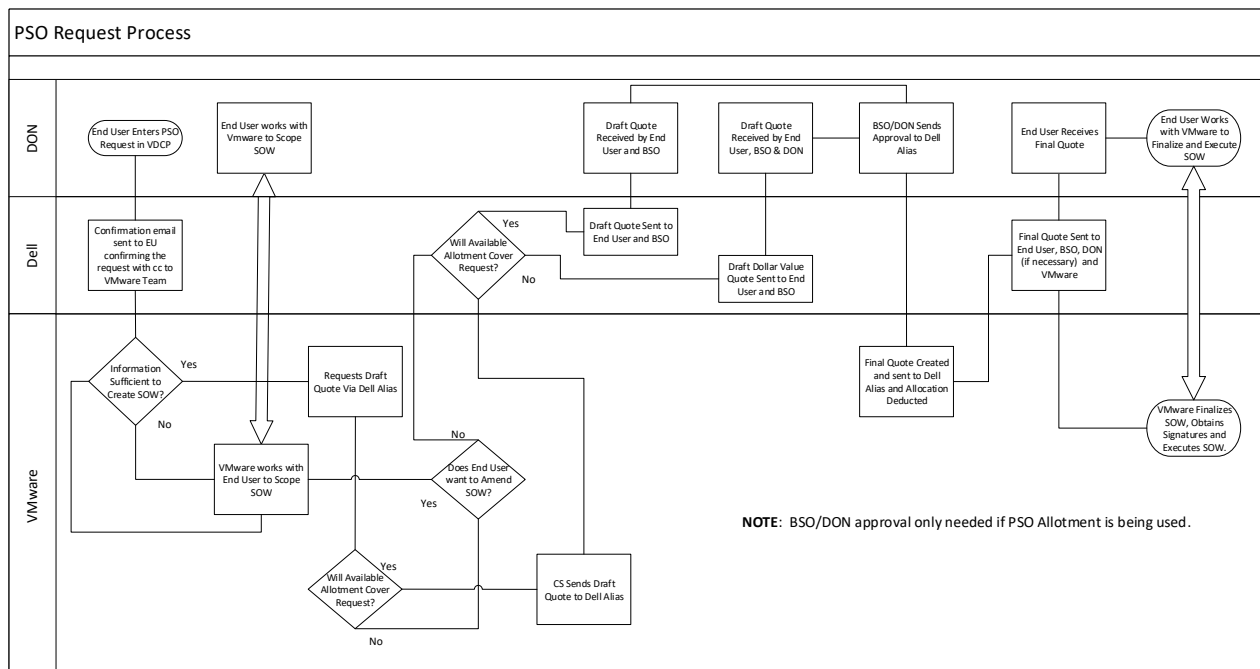
4.10.2 PSO Request Process

To initiate a PSO request obtain a quote from Dell through the VMware Dell Customer Portal or to find out PSO Credit Allotments available send email to

www.dell.com/DON_VMware_GSA_BPA BSO/Echelon II personnel can approve PSO requests if the PSO Credit Allotments are available to cover the cost.

If there are not sufficient PSO Credit Allotments available, approval will need to be provided by the DON VMware Project Officer/DON ESL Team. Below is a flowchart of the PSO Workflow process.

Figure 1. PSO Workflow Diagram



4.11 NLV Request Process

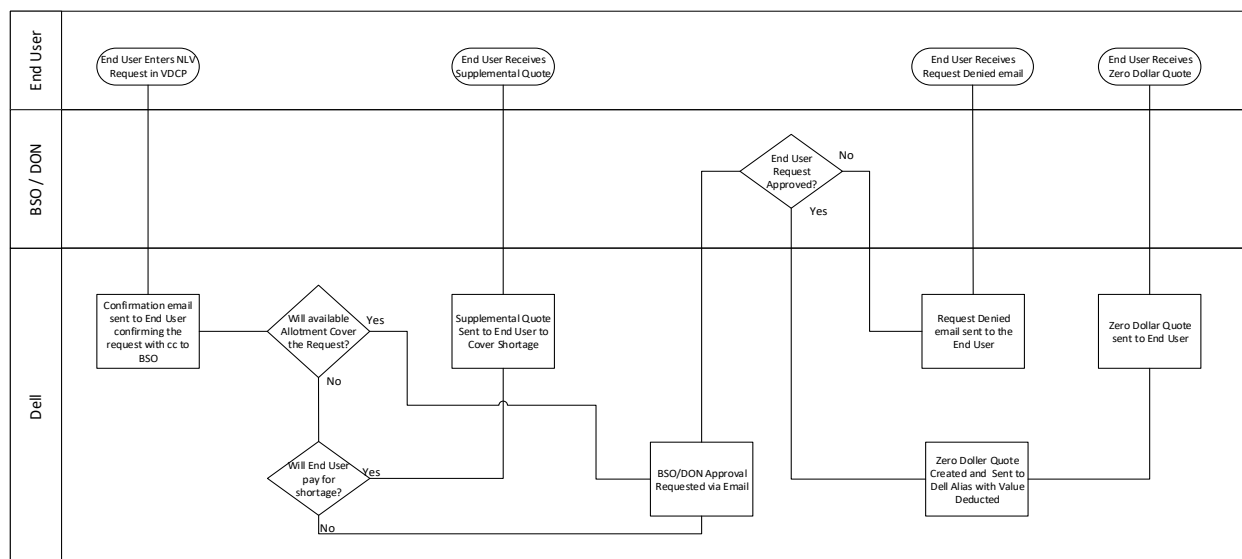
The portal is used to initiate NLV request. You must have NLV points available to use it. NLV

requests will have different approval requirements depending on when the request is submitted.

- Between June 1 and September 1, approval is at the End User Level.
- Between September 1 and March 1, approval is at the ECH II Level
- Between March 1 and June 1. Approval is at the DON Program Office Level

Once the request is initiated in the VMware Dell Customer Portal, it will follow the flowchart as detailed below in Figure 2.

Figure 2. NLV Workflow Diagram



4.12 Cloud Products/Services

VMware’s cloud-based Software as a Service (SaaS) may be added to the Product and Price List (BPA, Attachment 2) once the security criteria in DFARS 239.7602 has been met. Ordering activities should consult with their local Cloud Brokerage before deploying cloud products/services on their systems. Go to: <https://cloud.navy.mil/csm> for further information on policies regarding the use of cloud computing in the DON.

4.13 Technical Account Manager

A Technical Account Manager (TAM) is available to the DON. The TAM has in-depth knowledge of VMware products and is a VMware Subject Matter Expert (SME). The TAM is able to assist with specific technical and business needs. Table 7 provides contact information for the dedicated TAM.

Table 7. TAM POC Information

| Name | Email | Term |
|------|-------|------|
|------|-------|------|

| | | |
|------------------|--|-------------------------------|
| Raj Guendo | rguendoo@vmware.com | 1 year full-time (1920 hours) |
| Shawne Samuelson | ssamuelson@vmware.com | |
| TAM Alias | vmwarenavytams@vmware.com | |

For services that include Cyber Security Services (see DoDD 8140.01 and DoD 8570.01-M), it is strongly recommended that you include the recommended language in Appendix G into the task order.

5.0 Glossary (Includes Roles and Responsibilities)

Ordering Officer/Ordering Official: The Ordering Officer is the Contracting Officer or Purchase Card holder in the BSO who is authorized to place orders on this BPA on behalf of the individual organization needing the VMware products. Organizations should use their Contracting Officer(s) to process orders in accordance with FAR Part 8.4. Contracting Officers are appointed by agencies in accordance with FAR 1.603-3(a).

Dell: The authorized VMware reseller responsible for complying with the Ts&Cs of the DON ESL Agreement for VMware II.

BSO Software Benefit Manager (SBM): Individuals who are responsible for distributing and managing license keys in the My VMware portal; managing portal permissions within the respective BSO folders; and managing PSO credits as needed. The SBMs also facilitate dissemination of bills to the respective commands and ensure the bills get paid.

6.0 Acronyms

| Acronym | Definition |
|------------|--|
| ASN (FM&C) | Assistant Secretary of the Navy (Financial Management & Comptroller) |
| ASN (RD&A) | Assistant Secretary of the Navy (Research, Development, and Acquisition) |
| BPA | Blanket Purchase Agreement |
| BSO | Budget Submitting Office |
| CAC | Common Access Card |
| CAP | Contractor Acquired Property |
| CFR | Code of Federal Regulations |
| CIO | Chief Information Officer |
| CLSJ | Class Limited Sources Justification |
| CONUS | Continental United States |
| CS3 | Customer Support and Strategic Sourcing |
| DDCIO-MC | Deputy DON CIO-Marine Corps |
| DDCIO-N | Deputy DON CIO-Navy |
| DFARS | Defense Federal Acquisition Regulation Supplement |
| DoD | Department of Defense |
| DoDD | DoD Directive |
| DON | Department of the Navy |
| ELA | Enterprise License Agreement |
| ESL | Enterprise Software Licensing |
| FAR | Federal Acquisition Regulation |
| FPDS-NG | Federal Procurement Data System-Next Generation |
| FSS | Federal Supply Schedule |
| GSA | General Services Administration |
| ITPRAS | Information Technology Procurement Request/Review and Approval System |
| LSJ | Limited Sources Justification |
| MCSC | Marine Corps Systems Command |
| MCSWAT | Marine Corps Software Acquisition Team |
| NAICS | North American Industry Classification System |
| NAV-ITAS | Navy Information Technology Approval System |
| NIWC PAC | Naval Information Warfare Center Pacific |
| NLV | New License Value |
| OCONUS | Outside the Continental United States |
| PCO | Procuring Contracting Officer |

| Acronym | Definition |
|---------|-----------------------------------|
| PD2 | Procurement Desktop-Defense |
| PED | Principal Element of the DON |
| PIID | Procurement Instrument Identifier |
| POC | Point of Contact |
| PSC | Product Service Code |
| PSO | Professional Services Offerings |
| SBM | Software Benefits Manager |
| SIN | Special Item Number |
| SKU | Stock Keeping Unit |
| SME | Subject Matter Expert |
| SnS | Support and Services |
| SPS | Standard Procurement System |
| SRM | Service Request Management |
| TAM | Technical Account Manager |
| Ts&Cs | Terms and Conditions |
| UIC | Unit Identification Code |
| USMC | United States Marine Corps |

7.0 Appendices to the Ordering Guide

The following appendices have been posted to the “I Want to Order” tab of the VMware home page in the DON ESL SharePoint Portal located at

https://navy.deps.mil/sites/PMM172/_layouts/15/start.aspx#/SitePages/VMware.aspx

Appendix A – Redacted VMware II Class Limited Sources Justification (CLSJ)

Appendix B – DD Form 2579, Small Business Coordination Record (Redacted)

Appendix C – Sample Letter of Authorization (LOA) (FAR 51)

Appendix D – VMware II License Custodian Form

Appendix E – VMware Functional Categories and Product Suites

Appendix F – VMware SIN / NAICS / PSC Matrix

Appendix G – Recommended PWS Language for Cyber Security Services

Appendix H – VMware Dell Customer Portal BSO and End User Guides